

SERFF Tracking Number: MUTM-128265798 State: Arkansas
 Filing Company: United World Life Insurance Company State Tracking Number:
 Company Tracking Number: LUTHER MARDOCK
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.012 Multi-Plan 2010
 Standard Plans 2010
 Product Name: Medicare Supplement - UW
 Project Name/Number: Medicare Supplement Withdrawal/Discontinuance Letter/Withdrawal/Discontinuance Letter

Filing at a Glance

Company: United World Life Insurance Company

Product Name: Medicare Supplement - UW SERFF Tr Num: MUTM-128265798 State: Arkansas
 TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Accepted State Tr Num:
 Standard Plans 2010 For Informational Purposes
 Sub-TOI: MS08I.012 Multi-Plan 2010 Co Tr Num: LUTHER MARDOCK State Status: Filed-Closed
 Filing Type: Form Reviewer(s): Stephanie Fowler
 Authors: Sofia Kuehn, Jan Serafini, Disposition Date: 04/17/2012
 Kurt Vangreen, Gilbert Burket,
 Krysia Gannon, Melanie Worth,
 Robyn Gonzales, Joanne Najdzin,
 Luther Mardock
 Date Submitted: 04/13/2012 Disposition Status: Accepted For
 Informational Purposes
 Implementation Date Requested: On Approval Implementation Date:
 State Filing Description:

General Information

Project Name: Medicare Supplement Withdrawal/Discontinuance Letter Status of Filing in Domicile:
 Project Number: Withdrawal/Discontinuance Letter Date Approved in Domicile:
 Requested Filing Mode: Informational Domicile Status Comments:
 Explanation for Combination/Other: Market Type: Individual
 Submission Type: New Submission Individual Market Type:
 Overall Rate Impact: Filing Status Changed: 04/17/2012
 State Status Changed: 04/17/2012
 Deemer Date: Created By: Krysia Gannon
 Submitted By: Krysia Gannon Corresponding Filing Tracking Number:
 Filing Description:
 NAIC # 261-72850

Informational Notification: 2010 Individual Medicare Supplement Plans Withdrawal

This letter is to notify your Department that United World Life Insurance Company wishes to withdraw our modernized

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2010 individual Medicare supplement plans in Arkansas effective June 1, 2010.

Individual Medicare supplement policies WM20-22783 (Plan A), WM21-22784 (Plan B), WM24-22785 (Plan F), and WM25-22786 (Plan G) were approved by your Department on May 11, 2010, under SERFF Tracking # MUTM-126554605; State Tracking # 45377. Please note, however, that these policies were not released for new business sales. Thus, there are no in-force policies affected by the decision to withdraw.

Thank you for your consideration in this matter. Your acknowledgment of this informational notification would be appreciated. If I may be of any assistance, please do not hesitate to contact me.

Sincerely,

Luther Mardock
Senior Product and Advertising Compliance Analyst
Corporate Compliance and Ethics Division
Phone: 402-351-6919
Fax: 402-351-5298
E-mail: luther.mardock@mutualofomaha.com
State Narrative:

Company and Contact

Filing Contact Information

Luther Mardock, Product & Advertising Compliance Analyst
Mutual of Omaha
Mutual of Omaha Plaza
Omaha, NE 68175
luther.mardock@mutualofomaha.com
402-351-6919 [Phone]
402-351-5298 [FAX]

Filing Company Information

United World Life Insurance Company
Mutual of Omaha Plaza
Omaha, NE 68175
(402) 351-6910 ext. [Phone]
CoCode: 72850
Group Code: 261
Group Name:
FEIN Number: 75-6010770
State of Domicile: Nebraska
Company Type: Life and Health
State ID Number:

Filing Fees

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Fee Required? No
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United World Life Insurance Company	\$0.00	04/13/2012	

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Informational Purposes	Stephanie Fowler	04/17/2012	04/17/2012

SERFF Tracking Number:	MUTM-128265798	State:	Arkansas
Filing Company:	United World Life Insurance Company	State Tracking Number:	
Company Tracking Number:	LUTHER MARDOCK		
TOI:	MS08I Individual Medicare Supplement - Standard Plans 2010	Sub-TOI:	MS08I.012 Multi-Plan 2010
Product Name:	Medicare Supplement - UW		
Project Name/Number:	Medicare Supplement Withdrawal/Discontinuance Letter/Withdrawal/Discontinuance Letter		

Disposition

Disposition Date: 04/17/2012
Implementation Date:
Status: Accepted For Informational Purposes
Comment: Ok, really, now the letter is attached.

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Health - Actuarial Justification		No
Supporting Document	Outline of Coverage		No

Arkansas Insurance Department

Mike Beebe
Governor



Jay Bradford
Commissioner

April 17, 2012

Mr. Luther Mardock
Mutual of Omaha
Mutual of Omaha Plaza
Omaha, NE 68175

RE: Notice of Marketing Withdrawal for United World Life Insurance Company

Dear Mr. Mardock:

This is to acknowledge receipt of your letter notifying the Department pursuant to AR Rule 27, Sec. 15 D (1) (a) of your intent to discontinue the marketing of Medicare Supplement Plans effective June 1, 2012. We do regret your decision to leave this market.

As you are aware, by discontinuing the availability of this coverage, the Company will not be permitted to file for approval new forms of this type for a period of five (5) years.

If you have any questions, please let us know.

Sincerely,

Stephanie Fowler

Stephanie Fowler
Compliance Officer
Life and Health Division
(501) 371-2768
e-mail: Stephanie.fowler@arkansas.gov